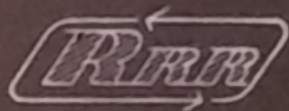


WIXE



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-24-68

Call letters W I X E

Station location Monroe, N. C.

Name of licensee MONROE BROADCASTING COMPANY, INC.

Transmitter location 1,700 Buena Vista Drive, Monroe, N. C. (BP 1-10-68) L 6-24-68)

1700 Buena Vista Dr., Monroe, North Carolina (ML 1-30-78)

X 110 S. Main St., Monroe, N.C. (L 6-24-68)

28110

Main studio location 109 S. Main Street, Monroe, N. C. (BP 1-10-68)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-17403	1-10-68	1190kc	500w	Day	3-10 9-10-68
CP for a new standard broadcast station (Cond'1)					
BP-17403 (1)	3-4-68	Mod. of	CP(BP-17403) to assign call letters.		
EL-11,990	6-24-68	Lic. (BP-17,403) for new sta.			12-1-69
spec. type trans., studio & remote control point.					
BR-4694(S)	6-25-70	Renewal			12-1-72
EB2A	6-12-72				
BR-4694(S)	2-12-73	RENEWAL			12-1-75
BZ-8820(1)	5-20-75	Direct	Measurement		
BR-4694(L)	11-26-75		RENEWAL		12-1-78
BP-20,220(L)	3-22-77	1190khz	1kw	Day	3-22-78
CP to inc. power to 1kw					
BS-4694(1)	1-30-78	ML to chg SL; delete RC			
.....					
BR780725UH		Renewal and			
BL-14,516(L)	8-17-79	Lic. to cover BP-20220 for changes			
.....					

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters ~~now~~ W I X EName Monroe Broadcasting Company, Inc.
Monroe, North Carolina (109 S. Main St., Monroe, N. C. 28110)

File No.	Dated	Application for	Action	
			Nature	Date
EP-17,403 R. & F.	8-11-66 8-15-66	CP for a new standard broadcast station to be operated on: Frequency: 1190kc Power: 500w Hours: Daytime Trans: Gates M-519 Trans loc: 1,700 Buena Vista Dr., Monroe, N.C. Studio loc: 109 S. Main Street, Monroe, N.C. Remote control: Same as studio Atty: Samuel Miller Engr: Barnett F. Goldberg, Columbia, S. C.	GRANTED Cond'l re: Any pre-sunrise oper. must conform with Sects. 73.87 & 73.99 of the Rules.	1-10-68
Req for waiver of Sec. 1.569 granted and application accepted for filing by Commission action of 11-2-66.				
JOINT REQUEST FOR APPROVAL OF AGREEMENT filed 10-23-67 by Mallick on behalf of Smiles of Monroe Inc., Berfield on behalf of Old Hickory and Miller on behalf of Monroe B/C Company, Inc.				

F.C.C. - WASHINGTON, D. C.

CONTACT: JOE N. ROSS
PHONE: CODE 704; 283-8988
ADDRESS: 109 SOUTH MAIN STREET
MONROE, N. C. 28110

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters **W I X E**

Name **MONROE BROADCASTING COMPANY, INC.**
Monroe, North Carolina 28110

File No.	Dated	Application for	Action	
			Nature	Date
BL-11,990 Rec'd Filed Amended #422598 \$30 PT JUN 14 1968	4/22/68 4/23/68 5/6/68 5/6/68 4/23/68 5/2/68	License (BP-17,403) for new AM station, specify type trans. GATES BC-1G, specify studio location/110 So. Main St. and remote control point re studio & RC point loc. Atty: Samuel Miller Engr: Barnett F. Goldberg, Columbia, S.C.	GRANTED	6-24-68
BR-4694 R & F #539532 \$75. P.N. filed PRESS SEP 16 1969	8-25-69 9-2-69 9-2-69 9-2-69	Renewal of license Atty-Samuel Miller (M. E. Fields) AMENDED 11-4-69 re: financial & programming data	GRANTED	6-25-70
BR-4694 R & F PN PRESS DM-4-475 R2-3-10-75 SEP 19 1972	8-28-72 9-5-72 9-5-72	Renewal of License AMENDED 10-3-72 re: employment policy AMENDED 12-11-72 re: ascertainment of comm. needs AMENDED 12-18-72 re: ascertainment of comm. needs AMENDED 1-15-73 re: programming data	GRANTED	2-12-73

APPLICATION RECORD - BROADCASTING

1190khz

#3

Call
Letters ...W.I.X.E.....

Name MONROE BROADCASTING COMPANY, INC.
Monroe, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
PZ-8820 R & F DM PRESS APR 18 1975	3-7-75 3-10-75 4-4-75	Direct Measurement	GRANTED	5-20-75
BR-4694 R & F P. N. Rec'd Press SEP 17 1975	7-25-75 8-1-75 8-1-75	Renewal of License. AMENDED 11-10-75 re: commercial matter	GRANTED	11-26-75
BP- 20,220 Rec'd Filed \$200-525410 AC-001 PN REC'd NOV 29 1976	1-27-76 1-29-76 1-29-76 2-23-76	Construction permit to increase power to 5kw Atty: Miller & Fields Eng. John H. Mullaney Amended 2-24-76 re engineering data	GRANTED To:	3-22-77 3-22-78

APPLICATION RECORD - BROADCASTING

1190

W I X E

#4

Call
Letters W I X E

Name MONROE BROADCASTING COMPANY, INC.
MONROE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780725UH PRESS	SEP 8 1978	RENEWAL OF LICENSE	Granted issued	11/30/78 with BL-14,316
BL-14,316 R & F PTA PRESS JUL 20 1979	4-5-77 4-25-77	Lic. to cover BP-20220 for changes	GRANTED issued	8-17-79 with RENEWAL

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

